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Broadcasting

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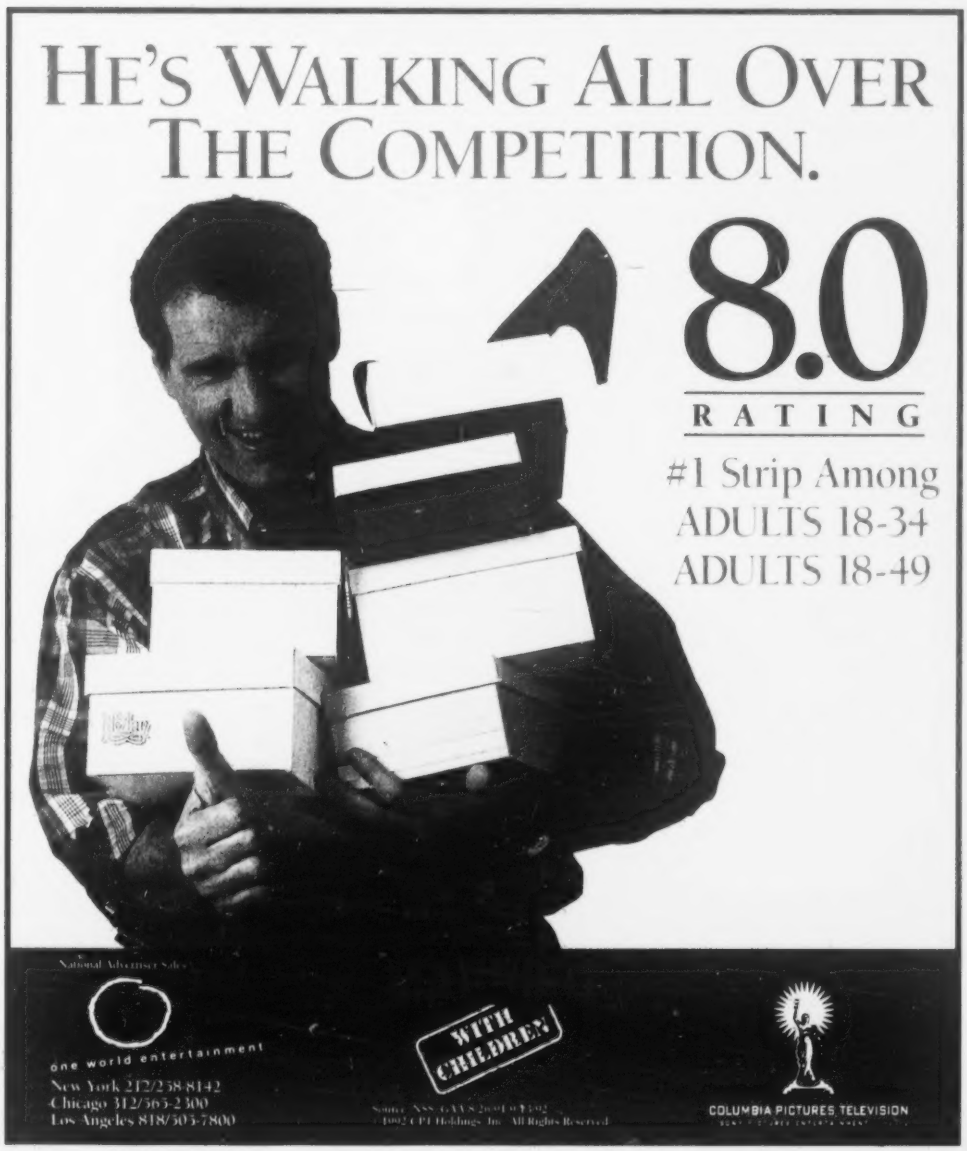

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SPECIAL REPORT
HISPANIC MEDIA

VIACOM CUTS 43 STAFFERS

Dennis Gillespie becomes consultant

By Mike Freeman

In a continuing restructuring of its entertainment group (BROADCASTING, July 20, Aug. 24), Viacom last week issued dismissal notices to 43 employes and moved Dennis Gillespie, president of Viacom Enterprises' worldwide marketing and domestic sales divisions, into a consultancy position.

As a result, Viacom Enterprises is searching for an executive to fill a newly created president of domestic markets position to develop new broadcast programing through its cable network properties.

The naming of Gillespie to an outside consulting position, which he emphasized was a decision on his part to serve in a strategic planning position to recently installed entertainment group chairman Neil Braun, came as somewhat of a surprise to several station reps and media analysts.

Gillespie was one of the principal architects of the off-network launch of *The Cosby Show*. But *Roseanne*'s debut in syndication last month marked the last off-network series in the pipeline from Carsey-Werner Productions (which has formed its own distribution arm).

In its most recent earnings statement, the entertainment division reported a third-quarter revenue decline of 10% to $56.4 million, largely due to "lower domestic syndication revenues."

Braun called the job cuts, which affected employes in Viacom's operations and finance departments, an attempt to make Viacom a "much more efficient management structure." Braun said that a new emphasis is being placed on attracting "narrowcast" producers who could utilize Viacom's highly profitable MTV, VH1, Nickelodeon/Nick At Nite, Comedy Central (50% owner) and Showtime cable networks as a springboard to Viacom's broadcast network production and syndication distribution arms.

This Week

The network preemption story cited on our cover was itself preempted by the late-breaking exclusive with presidential candidate Bill Clinton.

Viacom's Frank Biondi seeing green over program access (p. 38)

HALL OF FAME AWARDS / 12

BROADCASTING inducted 21 honorees into its Hall of Fame last Wednesday.

MORE MARKETS FOR 'JOURNAL' / 22

King World has added additional major-market clearances for *American Journal*, and a station source says King World officials are boasting of first-year cash license revenues reaching "eight figures."

NO HOLLYWOOD FIN-SYN ROLE / 26

A U.S. district court judge last week denied a request by programers to be a party to the upcoming case on the financial interest and syndication rules.

NEWS FROM THE INTERFACE / 38

Viacom's Frank Biondi predicts that what the new cable law costs the company as an operator will be more than made up by gains from program access.

TELCO VIDEO TEST PLANNED / 49

Bell Atlantic will field test a video-on-demand telephone-line service in the homes of 400 of its Washington-area employes next summer.

ANNOYED OVER ARBITRON / 51

Following an often angry meeting with the president of Arbitron, the RAB board of directors voted to form a task force to pressure the ratings company to address radio industry complaints.

OWN WAYS ON ELECTION DAY / 53

A one-time trend toward election-night joint coverage between broadcasters and cable operators appears to be on the wane.

REVENUE GAINS IN 3RD QUARTER / 56

Cost controls combined with an uptick in ad revenues from the Olympics and presidential campaigning helped boost broadcasters' operating income slightly in the third quarter.

SPECIAL REPORT: HISPANIC BROADCASTING / 58

BROADCASTING profiles 10 important players in Hispanic radio, examines the views of the advertising community and looks at other issues in Hispanic broadcasting today.

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STAR PERFORMANCE

For the second consecutive week since beginning its sixth season, Paramount Domestic Television's *Star Trek: The Next Generation* finished atop the Nielsen Syndication Service ranking report with a 13.2 rating. King World Productions' consistently top-rated *Wheel of Fortune* continued one notch behind the sci-fi drama with a 12.3 rating, followed by KWP's other stalwarts, *Jeopardy!* (10.4 rating) and *The Oprah Winfrey Show* (10.4 rating).

GGP reports it has cleared its *Super Bowl XXVII Special* with Dick Enberg on 162 stations representing 82% of the U.S. With NBC slated to televise the Super Bowl, Sunday, Jan. 31, 1993, in Pasadena, Calif., NBC affiliates account for the bulk of the clearances. Recent NBC affiliates signing for the special include KPRC-TV Houston, KING-TV Seattle, WFLA-TV Tampa, KARE-TV Minneapolis and KSDK-TV St. Louis. GGP is offering the special on a 6½-minute national and local barter split for a Jan. 23-31, 1993, broadcast window.

CHILL FOR ITC

Associated Entertainment Releasing has reached an agreement with ITC Distribution to handle the domestic syndication of its latest motion picture release, "The Chill Factor." ITC will also handle domestic cable network sales. "The Chill Factor," which stars Paul Williams, Carrie Snodgrass, Patrick Macnee, Patrick Wayne and Laura McKenzie, was written by Dan Goldman and Rex Piano, and produced and directed by David L. Stanton.

VENEVISION GOES TO ZOO

Venevision International, the Coral Gables-based distribution arm of the Venezuelan TV network, has secured distribution rights from Ingle Publishing to *Zoo Life with Jack Hanna* for Latin America, Spain and Portugal. According to Venevision International President Carlos Barba, rights include cable, pay and home video. *Zoo Life* is syndicated in over 140 U.S. markets.

BETTING ON SYNDICATION

With the development season getting in gear, Cannell Distribution Co. is unveiling a casino-based game show strip for fall 1993 syndication called *Caesars Challenge* (originally titled *Illusions* ["Bicoastal," Sept. 28]). In fact, this week Cannell has invited trade press reporters and broadcast executives to Caesars Palace in Las Vegas to attend a post-pilot taping ceremony where they'll also introduce the host, which Cannell hints is a current network television personality. Stations will likely receive formal presentations within the next several weeks.

BAT NEWS

In the kids rating race, *Batman*, the 4:30 or 5 p.m. anchor of the Fox Children's Network, continued to show signs of erosion, dropping to a 5.7 rating (NSS, Oct. 5-11) among thekey kids 2-11 demographic group. Possibly due to two repeat episodes of *Batman* being aired for a second straight week and CBS's sporadic daytime airings of Major League Baseball playoff games, an overall drop in the kid PUT (people using television) levels caused all kids programing to drop slightly, but the Caped Crusader has fallen 26% from a personal-best 7.7 rating two weeks previous.

Disney Afternoon's syndicated *Goof Troop* took over the top spots among kids 2-11 with a 6.6 rating, but dropped 3% from the prior week's ratings. More significantly, the two-hour Disney Afternoon programing block averaged a 4.7 rating, moving into a tie with FCN's two-hour cartoon block for the first time since *Batman* debuted Sept. 14.

PREPARING PRINCE

Warner Bros. Domestic Television Distribution is preparing key station groups and station rep firms for the marketing rollout of *Fresh Prince of Bel Air*, which Quincy Jones Entertainment produces for NBC.

SYNDICATION SCORECARD/DEBUTING STRIPS
NIELSEN COMBINED METERED MARKET AVERAGES

First-run strips	*STD Rating/Share*	*Last Week*	*Lead-in*	*Oct.'91*
The Byron Allen Show	1.5/7	1.4/6	2.6/10	NA
Infatuation	0.9/4	0.9/4	1.2/5	1/5
NightTalk/J. Whitney	2.2/9	2.0/8	2.6/9	3/14
Rush Limbaugh	2.2/9	2.3/9	2.4/8	3/12
Star Search	2.7/6	2.6/6	4.2/10	5/10
That's Amore	1.4/6	1.4/6	1.8/7	2/9
Vicki	2.3/10	2.3/10	2.5/11	2/9
Whoopi Goldberg	2.5/7	2.2/7	3.5/8	3/13
You Bet Your Life	5.4/11	4.6/10	5.0/11	7/12
FIRST-RUN WEEKLIES				
Catwalk	3.0/5	2.6/4	3.7/8	NA
HBO Comedy Showcase	3.3/12	3.7/13	6.1/17	4/13
Highlander	3.1/6	2.9/5	4.0/8	NA
Renegade	3.9/8	3.6/6	4.3/8	3/6
OFF-NETWORK STRIPS				
COPS	6.1/12	6.0/11	5.4/10	4/9
Dear John	2.9/7	3.4/7	4.2/8	NA
Designing Women[1]	3.6/10	3.9/11	4.8/12	4/13
In the Heat of the Night	2.6/8	2.9/8	2.6/7	3/8
Murphy Brown	5.5/10	5.7/10	6.3/11	5/10
Roseanne	5.6/10	5.7/10	4.7/9	5/9
The Wonder Years	4.5/9	4.9/9	4.4/9	4/8

Source: Nielsen Media Research's MarkeTrak reports (NSI, Aug. 31-Oct. 15)

Footnote:[1] *Designing Women*'s metered market ratings are based on 11 a.m.-midnight primary runs, where many of those markets double-run the off-network, but Columbia Pictures Television Distribution researchers claim a 6.1 cume rating for the four-day period ending Oct. 15.

Broadcasting's Ratings Week ϟ Oct 12-18

	ABC	CBS	NBC	FOX
MONDAY	**13.8/21**	**16.5/26**	**14.5/23**	**NO PROGRAMING**
8:00	76. Young Indiana Jones Chronicles 6.2/10	15. Evening Shade 15.0/24	14. Fresh Prince 15.3/24	
8:30		11. Hearts Afire 15.6/24	17. Blossom 14.8/23	
9:00	9. NFL Monday Night Football—Denver Broncos vs. Washington Redskins 16.2/27	3. Murphy Brown 19.2/28	20. NBC Monday Night Movies—Jackie Collins' "Lady Boss" 14.2/22	
9:30		10. Love and War 15.8/23		
10:00		8. Northern Exposure 16.8/27		
10:30				
TUESDAY	**15.7/25**	**13.1/21**	**9.7/16**	**NO PROGRAMING**
8:00	* Presidential Debates *	* Presidential Debates *	* Presidential Debates *	
8:30	16. Full House 14.2/22		59. Reasonable Doubts 8.9/14	
9:00	1. Roseanne 21.6/32	24. National League Championship Game 6—Pittsburgh Pirates vs. Atlanta Braves 12.3/20		
9:30	4. Coach 19.2/29		49. Dateline NBC 10.2/17	
10:00	40. Going to Extremes 11.2/20			
10:30				
WEDNESDAY	**12.3/20**	**15.7/26**	**12.4/20**	**6.2/10**
8:00	24. Wonder Years 12.3/20	67. Pre Game Show 7.9/14	18. Unsolved Mysteries 14.7/24	69. Beverly Hills 90210 7.8/13
8:30	36. Doogie Howser 11.4/18			
9:00	5. Home Improvmt 18.8/28	6. National League Championship Game 7—Pittsburgh Pirates vs. Atlanta Braves 18.2/31	34. Seinfeld 11.5/17	84. Melrose Place 4.6/7
9:30	22. Laurie Hill 13.1/21		45. Mad About You 10.7/17	
10:00	58. Civil Wars 9.0/15		37. Law and Order 11.3/19	
10:30				
THURSDAY	**9.6/15**	**10.8/17**	**10.1/16**	**11.1/18**
8:00	57. Delta 9.3/15	37. Top Cops 11.3/18	48. A Diffrnt World 10.3/17	28. Simpsons 12.0/19
8:30	62. Room For Two 8.7/14		63. Rhythm and Blues 8.5/13	49. Martin 10.2/16
9:00	* Presidential Debates *	* Presidential Debates *	* Presidential Debates *	* Presidential Debates *
9:30				
10:00				
10:30	34. '92 Vote 11.5/18	53. Campaign '92 9.7/15	31. Decision '92 11.8/19	
FRIDAY	**12.5/24**	**9.7/18**	**6.9/13**	**5.9/11**
8:00	24. Family Matters 12.3/23	46. Golden Palace 10.6/20	73. Final Appeal 6.5/12	73. America's Most Wanted 6.5/12
8:30	27. Step By Step 12.2/23	47. Major Dad 10.4/19	79. The Round Table 5.9/11	
9:00	51. Dinosaurs 10.1/19	43. Designing Wmn 10.8/20		77. Sightings 6.1/11
9:30	55. Camp Wilder 9.5/18	52. Bob 9.9/18	64. I'll Fly Away 8.1/15	87. Likely Suspects 4.4/8
10:00	13. 20/20 15.4/29	64. Picket Fences 8.1/15		
10:30			58. Perot '92 Paid Ad 9.0/18	
SATURDAY	**8.1/14**	**14.8/27**	**10.1/18**	**6.8/12**
8:00	67. Perot '92 7.9/14	53. Series Pre Game 9.7/19	71. Here and Now 7.7/14	72. Cops 7.3/13
8:30			67. Out All Night 7.9/14	69. Cops 2 7.8/14
9:00		11. World Series Game 1—Toronto Blue Jays vs. Atlanta Braves 15.6/28	42. Empty Nest 10.9/19	75. Code 3 6.3/11
9:30	64. ABC News Special: The Missiles of October 8.1/14		41. Nurses 11.1/19	79. Code 3 5.9/10
10:00			33. Sisters 11.6/21	
10:30				
SUNDAY	**11.2/17**	**19.4/31**	**12.4/19**	**7.5/12**
7:00	56. Life Goes On 9.4/16	6. 60 Minutes 18.2/31	81. I Witness Video 5.5/10	82. Great Scott 4.7/8
7:30				84. Ben Stiller Show 4.6/8
8:00	21. Am Fun Home Vid 14.0/21	23. Series Pre Game 12.7/21		43. In Living Color 10.8/16
8:30	29. Am Fun People 11.9/18			59. Roc 8.9/13
9:00	37. ABC Sunday Night Movie—When Harry Met Sally 11.3/17	2. World Series Game 2—Toronto Blue Jays vs. Atlanta Braves 20.2/32	18. NBC Sunday Night Movie—Danielle Steel's "Jewels," Part 1 14.7/22	31. Married w/Childn 11.8/17
9:30				59. Herman's Head 8.9/13
10:00				81. Flying Blind 5.6/9
10:30				82. Woops! 4.7/8
WEEK'S AVGS	12.1/21	14.9/25	11.1/18	7.2/12
SSN. TO DATE	12.2/21	13.3/22	11.1/19	7.5/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT

Changing Hands

WJMO-AM-FM Cleveland □ Sold by United Broadcasting Co. to Zebra Communications for $4.445 million. **Seller** is headed by Gerald Hroblak, and is also licensee of KSOL(FM) San Francisco, KALI(AM) Los Angeles, WKDM(AM) New York, WERQ-AM-FM Baltimore and WINX-FM Washington. **Buyer** is headed by partners of Zapis Communications, licensee of WBHT(AM)-WAAF(FM) Worcester, Mass., and WZAK(FM) Cleveland. WJMO(AM) is fulltimer with urban AC format on 1490 khz with 1 kw. WJMO-FM has dance format on 92.3 mhz with 40.7 kw and antenna 548 feet above average terrain. *Broker: Star Media Group Inc.*

WEEJ(FM) Port Charlotte, Fla. □ Sold by Chambersburg Broadcasting Co. to Kneller Broadcasting of Charlotte County Inc. for $1.5 million. **Seller** is headed by John S. Booth, and is licensee of WCHA(AM)-WIKZ(FM) Chambersburg, Pa. **Buyer** is headed by Harold M. Kneller Jr. and is licensee of WKII(AM) Port Charlotte, Fla. WEEJ has oldies, AC format on 100.1 mhz with 3 kw and antenna 150 feet above average terrain.

WMNX(FM) Wilmington, N.C. □ Sold by Wilmington Radio Co. to Cape Fear Radio Co. for $950,000. **Seller** is headed by Donald R. Watson, and recently sold WMFD(AM) Wilmington, N.C. ("For the Record," Sept. 21). **Buyer** is headed by Hannah D. Gage, and is licensee of WFNC(AM)-WQSM(FM) Fayetteville and WGNI(FM) Wilmington, both North Carolina. WMNX has '70s, '80s, '90s mix on 97.3 mhz with 100 kw and antenna 602 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$1,418,000** □ **12**

FM's □ **$7,828,813** □ **13**

AM-FM's □ **$4,890,000** □ **5**

TV's □ **$0** □ **0**

Total □ **$14,136,813** □ **30**

1992 to Date:

AM's □ **$178,759,284** □ **609**

FM's □ **$373,728,520** □ **229**

AM-FM's □ **$251,929,846** □ **136**

TV's □ **$1,386,212,087** □ **49**

Total □ **$2,190,629,737** □ **609**

For 1991 total see Jan. 27, 1992 BROADCASTING.

CONSOLIDATION AT COMSAT

Announcing a one-time $23.4 million after-tax restructuring charge, Comsat Corp. said it will consolidate its core systems divisions and Comsat Laboratories, eliminating up to 300 jobs in the next 12 months. Comsat Systems Division President Joel Alper, an 18-year veteran with the company, will retire in early 1993.

For third-quarter 1992, Comsat reported record quarterly revenues of $146 million and consolidated net income of $17 million (87 cents per share), before the write-down. Third-quarter 1991 saw net income of $18.8 million (99 cents per share) on revenues of $127.1 million. But after the restructuring charge, it reported a net loss of $6.4 million (33 cents per share).

Moving away from technology and toward "our customers' needs," the changes "get us down to fighting weight for competition in the global marketplace," said Comsat Corp. President and Chief Executive Officer Bruce Crockett.

Comsat will devote about half of a $39 million pre-tax reserve to pay for early retirement and reduction in force costs; about half for "equipment and property, predominantly in CVE as it repositions to capitalize on the rapidly growing entertainment-on-demand market." —PL

CLOSED!

WNLS-AM/WTNT-FM, Tallahassee, Florida from Arso Radio Corporation, Jesus Soto, President to Park Broadcasting of Florida, Inc., Roy H. Park, Chairman of the Board for $2,650,000.

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other broadcast interests: Filed Sept. 16.

■ **WWDE-FM Hampton, VA** (BALH920925GW; 101.3 mhz; 50 kw; ant. 505 ft.)—Seeks assignment of license from Edens Broadcasting Inc. to Max Radio of Hampton Inc. for $5 million, plus accounts receivable ("Changing Hands," Sept. 28). **Seller** is headed by Gary Edens, and is also licensee of KOY-AM-FM Phoenix and KKLQ-AM-FM San Diego. **Buyer** is headed by Larry Saunders. Certain investors have interests in three TV's. Filed Sept. 25.

■ **WTRW(AM) Two Rivers, WI** (BAL920923EA; 1590 khz; 1 kw-D, 33 w-N)—Seeks assignment of license from W.T.R.W. Inc. to Wisconsin Great Lakes Broadcasting Inc. for $145,000. **Seller** is headed by Max Dolins and Mark Heller; Heller is 40% shareholder in assignor, and also heads assignee. Heller has no other broadcast interests. Filed Sept. 23.

NEW STATIONS

Applications

■ **Worthington, MN** (BPED921006MA)—Minnesota Public Radio seeks 89.3 mhz; 100 kw; ant. 169 m. Address: 45 East Seventh Street, Saint Paul, MN 55101.
Applicant is headed by Addison L. Piper and William H. King, and is noncommercial licensee of 1 AM and 25 FM's. Filed Oct. 6.

■ **Calverton-Roanoke, NY** (BPH920928MQ)—East Shore Broadcasting Corp. seeks 105.3 mhz; 6 kw; ant. 100 m. Address: P.O. Box 95, Danbury, CT 06813. Applicant is headed by Gary J. Starr, and is licensee of WRHD(AM)-WRCN-FM Riverhead, NY. Some principals in assignee have interests in licensee of WINE(AM)-WRKI(FM) Brookfield, CT. Filed Sept. 28.

■ **Bridgehampton, NY** (BPH920928MR)—Peconic Bay Broadcasting Corp. seeks 102.5 mhz; 4.5 kw; ant. 112 m. Address: Box 612, Southold, NY 11971. Applicant is headed by Joseph J. Sullivan Jr., and is licensee WBAZ(FM) Southold, NY. Filed Sept. 28.

■ **Southampton, NY** (BPH920928MM)—Peconic Bay Broadcasting Corp. seeks 92.9 mhz; 5.1 kw; ant. 106 m. Address: Box 612, Southold, NY 11971. Applicant is headed by Joseph J. Sullivan Jr., and is licensee of WBAZ(FM) Southold, NY. Filed Sept. 28.

■ **Southampton, NY** (BPH920929MC)—East Hampton Broadcasting Group Inc. seeks 92.9 mhz; 3 kw; ant. 128.6 m. Address: 34 Pantigo Road, East Hampton, NY 11937. Applicant is headed by Leonard I. Ackerman, and has no other broadcast interests. Filed Sept. 29.

■ **Ladson, SC** (BPH920928ML)—Thomas B. Daniels seeks 106.3 mhz; 3 kw; ant. 100 m. Address: 5081 Rivers Ave.; North Charleston, SC 29418. Applicant has no other broadcast interests. Filed Sept. 28.

Actions

■ **Ossining, NY** (BPED840423IC)—Granted app. of Westchester Council for Public Broadcasting Inc. for 90.3 mhz; 1.25 kw; ant. 70 m. Address: 21 Brookside Lane, Dobbs Ferry, NY 10522. Applicant is headed by Marc Sophos, and has no other broadcast interests. Action Sept. 30.

■ **Amarillo, TX** (BPH920213MC)—Dismissed app. of Northstar Communications Co. for 99.7 mhz; 6 kw; ant. 83 m. Address: 3301 Bensing Rd., Hobbs, MN 88240. Applicant is headed by partners Alton Lloyd Finley Jr., Matt Edwards and Charles Lanktree, and has no other broadcast interests. Action Oct. 6.

■ **Hempstead, TX** (BPH911004MF)—Granted app. of Farmers Communications for 105.3 mhz; 6 kw; ant. 100 m. Address: 14318 Spring Maple Lane, Houston, TX 77062. Applicant is headed by Roy E. Henderson, and has no other broadcast interests. Action Sept. 30.

FACILITIES CHANGES

Applications

AM's

■ **Crescent City, CA** KPOD(AM) 1240 khz—Aug. 18 application of William E. Stamps Sr. for CP to change TL to 400 ft. SE of county fairgrounds at Crescent City. 41 45 35 - 124 11 28.

■ **Hogansville, GA** WMXY(AM) 720 khz—Aug. 14 application of T. Wood & Associates Inc. for CP to reduce day power to 7.97 kw and make changes in antenna system.

■ **Florence, KY** WMLX(AM) 1180 khz—Aug. 31 application of WMLX Inc. for MP (BP890630AD) to change TL: south side of Hwy 237 (Pleasant Valley Road), 6.34 km WSW of center of Florence. 38 59 00 - 84 41 44.

■ **Leicester, MA** WVNE(AM) 760 khz—Aug. 14 application of Blount Masscom Inc. for CP to increase day power to 25 kw.

■ **Mankato, MN** KTOE(AM) 1420 khz—Aug. 18 application of Minnesota Broadcasting Co. for CP to augment authorized pattern.

■ **Reno** KQLO(AM) 920 khz—Aug. 24 application of PTI Broadcasting Inc. for MP (BP900627AH) to reduce day power to 4.6 kw, make changes in antenna system and change TL to Kimlick Lane, 2.5 km E. of McCarran Blvd., Reno: 39 30 41 - 119 42 51.

■ **Patillas, PR** WEXS(AM) 610 khz—Aug. 18 application of Community Broadcasting Inc. for MP (BP880111AF) to reduce day power to 250 watts.

■ **San Antonio, TX** KSLR(AM) 630 khz—Aug. 14 application of Communicom Corporation of America for MP (BP900405DC) to correct error in tower height.

■ **Smithfield, VA** WKGM(AM) 940 khz—Aug. 24 application of WKGM Inc. for CP to augment nighttime DA pattern.

FM's

■ **Carbondale, CO** KDNK(FM) 90.5 mhz—Aug. 31 application of Carbondale Comm. Access Radio Inc. for CP to make changes: ERP: 215 kw (H&V), ant.: 862 m.

■ **Monroe, CT** WMNR(FM) 88.1 mhz—Aug. 27 application of Monroe Board of Education for CP to make changes: change ERP: 5.8 kw (H&V).

■ **Beverly Hills, FL** WXOF(FM) 97.1 mhz—Aug. 25 application of Heart of Citrus Inc. for mod. of CP (BPH-871119ME) to make changes: change ERP: 5.1 kw (H&V).

■ **Panama City, FL** WPAP-FM 92.5 mhz—Aug. 24 application of Southern Broadcasting Co. Inc. for CP to change ant.: 100 kw H&V.

■ **Payette, ID** KQXR(FM) 100.1 mhz—Aug. 24 application of Miller-Kohl Broadcasting Inc. for CP to make changes: change ERP: 98.43 kw (H&V); ant.: 216 m.; TL: 5.1 km SW of Central Emmett, ID; AT 194 deg. true; change to class C1 (per MM docket #82-665).

■ **Omaha, NE** KKCD(FM) 105.9 mhz—Aug. 26 application of Vantage Communications Inc. for CP to make changes: change ERP: 40 kw (H&V); ant.: 166 m.; TL: Capehart Rd., 1.1 km west of 36th St.; approx. 6.5 km WSW of Bellevue, Sarpy County.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's†	TOTAL*
Commercial AM	4,963	184	5,147
Commercial FM	4,742	927	5,669
Educational FM	1,570	299	1,869
Total Radio	**11,275**	**1,410**	**12,685**
Commercial VHF TV	557	13	570
Commercial UHF TV	587	157	744
Educational VHF TV	124	5	129
Educational UHF TV	237	8	245
Total TV	**1,505**	**183**	**1,688**
VHF LPTV	466	139	605
UHF LPTV	825	922	1,747
Total LPTV	**1,291**	**1,061**	**2,352**
FM translators	1,923	386	2,309
VHF translators	2,517	81	2,598
UHF translators	2,426	433	2,859

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Construction permit. ‡ Penetration percentages are of TV household universe of 92.1 million. Source: Nielsen, NCTA and Broadcasting's own research.

In Brief

Sampling of **TV stations' September revenue by Television Bureau of Advertising shows across-the-board gains.** Unaudited affiliate revenue compiled by TVB was up 9.6%; independent station revenue was up 7.8%; local revenue was up 9.2%, and spot revenue was up 9.3%.

Outlet Communications reported 27% third-quarter revenue jump, to $11.5 million, and six-fold operating income jump, to $2.9 million. Both of the company's TV stations are NBC affiliates, and benefited from the Olympics as well as increased political spending versus the year-ago period. The NBC connection also benefited **Viacom,** where third-quarter revenue gained 13%, to $21.2 million, and operating cash flow rose 17%, to $7.4 million.

National Association of Broadcasters filed as an intervenor in a suit filed by Turner Broadcasting System, challenging the must-carry and retransmission-consent provisions of 1992 Cable Act. "We thought it was important to get to the court quickly so that we get granted a party status," said Jeff Baumann, NAB executive vice president and general counsel. No objections to the motion are expected. Meanwhile, John Hendricks, chairman, **Discovery Communications** (Discovery Channel and The Learning Channel), said his company **will be co-plaintiff** in the Turner suit, which was filed in U.S. District Court in Washington on Oct. 6, the day after Congress passed the act by overriding a presidential veto. Daniels Cablevision later filed a separate suit in Washington, also challenging the constitutionality of must carry and retransmission consent.

CBS coverage of the World Series through four games is down 12% from a year ago, although the network has easily won every night with its coverage. In fact, the series won all but three half-hours (*Roseanne, Full House* and the first half-hour of *Unsolved Mysteries*). Through four games, the series pulled an average 28 million viewers. At deadline last week, national Nielsens weren't available for last Thursday's game five, but the overnights averaged a 20.5 rating, which CBS officials figure will translate to a 21 national rating. Last year's game five did a 23 rating. Part of the decline is due to the fact CBS gets no credit for any Canadian viewership. Toronto has 1.8 million households, and would rank sixth among U.S. TV markets. And in Canada, World Series carrier CTV was getting some of its best numbers ever with the games—through four games, the series averaged a 32.9 rating/63 share. That translated to almost 11 million viewers.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Oct. 11. Numbers represent aggregate rating average/stations/% coverage)

1. Star Trek	13.2/248/99
2. Wheel Of Fortune	12.3/215/96
3. Jeopardy!	10.4/202/96
4. Oprah Winfrey Show	9.5/221/97
5. Entertainment Tonight	8.3/177/94
6. Current Affair	7.2/174/94
7. Married...With Children	7.1/181/96
8. Inside Edition	6.9/159/90
9. Wheel Of Fortune-wknd	6.5/174/66
10. Baywatch	5.8/167/92
11. Designing Women	5.4/204/99
12. Donahue	5.2/213/96
13. Cosby Show	5.1/193/95
14. Roseanne M-F	5.0/131/85
15. American Gladiators	4.9/201/87
15. Sally Jesse Raphael	4.9/215/90

Genesis Entertainment has joined with KCBS-TV Los Angeles on a two-week reality strip test of *Real Stories of the Highway Patrol*, which is a spinoff from Genesis's weekly *Emergency Call* series. KCBS-TV will begin airing the 10 specially produced episodes on Dec. 7. If all goes well, Genesis says it will test *Highway Patrol* in other markets.

KNBC-TV Los Angeles's recently installed multi-million-dollar **anchor team of Paul Moyer and Wendy Tokuda** had a somewhat disappointing turnout in their major sweeps test, with the NBC O&O's 11 p.m. newscast averaging a 6.3 rating/16 share (NSI, Sept. 24-Oct. 21), down 24% in share from October 1991 (8.0/21). KABC-TV, the station from which Moyer came last summer, saw its late newscast improve 14% with a similar 6.3/16 score. The 6-6:30 p.m. newscast ratings for Moyer-Tokuda were also down 17%, with a fourth-ranked 4.8/10 average, while KABC's newscast jumped 25% with a top-ranked 7.3/15.

In addition to international expansion, "interpretation of the cable bill as it relates to the home satellite industry, as well as compulsory license issues, will also be high on the segment's agenda," said Gil Korta, VP, marketing and programing, for EMI Communications Corp. and newly elected chairman of the **Satellite Broadcasting and Communications Association's** Programer Segment. Other officers elected are Jerry Parker, VP, Satellite Sports Networks; Diana Ritchie, VP, special markets, The Disney Channel, and Scott Weiss, executive VP, Turner Home Satellite.

In an overall restructuring to allow **RHI Entertainment** to concentrate on television production, the company will be releasing RHI Television Sales **President Jody Shapiro** from his contract as of November 1993 and has come to an agreement with New Line Television to provide management services to RHI's syndication sales unit. Also, **Tim Noonan,** who is senior VP of RHI Television Sales, will be leaving the company by the end of the year. RHI Television Sales, formerly New Line Television Distribution, will